

INTERNATIONAL CONFERENCE ON **SUSTAINABLE MARKETING DELIVERY VALUE SUS-TECH FOR BUSINESS SMDV 25**



DATE :
27th-29th JUNE '25

**INSTITUTE OF ENGINEERING
AND MANAGEMENT**
(DEPARTMENT OF MANAGEMENT)

IN COLLABORATION WITH

NORTH-EASTERN HILL UNIVERSITY
(DEPARTMENT OF MANAGEMENT)

REGISTRATION FEES

Research Scholars/Students: 2499 / \$50
Academicians : 4499/ \$75
industry : 5999/ \$100

IMPORTANT DATES

- Last date of submission of extended abstract: **25th May, 25**
- Notification of acceptance: **1st June, 25**
- Full Paper Submission: **8th June, 25**

VENUE:

Old Guest House, North-
Eastern Hill University, Shillong
Hybrid Mode

PUBLICATION OPPORTUNITY:

Selected papers will be considered for publication in Scopus/Web of Science/ABDC/Peer reviewed Journals/Book Series. Publication is at the discretion of the journals as per journal guidelines.

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OVERVIEW:

The conference intends to address dominant areas of research on sustainable practices from the marketing perspective, the origin of interest in sustainability, as well as the practice of misplacing sustainability ideas in pursuit of short term business goals.

BROAD CULTURE THEMES:

- Sustainable Consumer Customs
- New Consumption Influence
- Environmental Marketing & Green Entrepreneurship
- Sustainable Prospects
- Sustainable Development Goal Indicators
- Food Systems
- Sustainable Marketing: Issues and Challenges
- Contemporary Indian Marketing Environment
- Direct and B2B Marketing
- The Indian Consumer and Sustainability
- Tech Supported Sustainability of Brands
- Digital and Social Media Marketing
- Emerging Technologies in Marketing
- Fintech Marketing
- Circular Economy for Sustainability
- Marketing and Finance Interface
- Managing Distribution Logistics
- International Marketing & Marketing in Emerging Countries
- Marketing Models and Analytics
- Marketing and Supply Chain Management
- Marketing and Operations Management Interface
- Rural Marketing
- Green Marketing
- Product, Brand Management and Advertising
- Sales, Distribution and Retail Management
- Sports Management and Marketing
- Strategic Marketing
- Tourism, Hospitality & Destination Marketing
- Marketing and Human Resources Management Interface

Understanding Sustainable Technology

1. Core Principles of Sustainable Tech

- o Circular economy and zero waste
- o Energy efficiency and carbon reduction
- o Ethical sourcing and responsible manufacturing

2. Green Energy Solutions

- o Solar, wind, and geothermal energy
- o Smart grids and energy storage
- Reducing reliance on fossil fuels

3. Sustainable IT & Digital Transformation

- o Green data centers and cloud computing
- o Low-power devices and eco-friendly software
- o AI for sustainability

4. Supply Chain and Logistics Innovations

- o Sustainable sourcing and ethical suppliers
- o Blockchain for transparency
- o AI-driven efficiency and route optimization

5. Eco-Friendly Product Design

- o Cradle-to-cradle manufacturing
- o Biodegradable materials and 3D printing
- o Sustainable packaging solutions

6. Sustainability Metrics and Reporting

- o Carbon footprint tracking
- o ESG (Environmental, Social, Governance) frameworks
- o Certifications and compliance

7. Funding and Investment in Green Tech

- o Green bonds and sustainable investing
- o Government grants and subsidies
- o Venture capital for cleantech startups

8. Scaling Sustainable Business Practices

- Corporate sustainability strategies
- Employee and stakeholder engagement
- Sustainable HR practices
- Partnerships and industry collaborations

9. Emerging Technologies for Sustainability

- AI, IoT, and smart cities
- Carbon capture and climate engineering
- The role of quantum computing

2. Challenges and Opportunities Ahead for Sustainable Tech for Business

- Overcoming adoption barriers
- Global collaboration for sustainability
- The role of businesses in shaping a green future

GUIDELINES FOR AUTHORs

Abstract:

All manuscripts except, editorials, commentaries and reviews, should be accompanied by one-paragraph abstract of no more than 200 words along with 4-5 keywords. The paper should be structured in the following manner: Introduction, Methodology, Results and Discussion (IMRaD style). The introduction should have a brief description of the study followed by the methodology adopted. It should mention the design, sample description and the tool used. The results section should include the findings of the study. Discussion should include the inferences drawn from the results and implications.

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2. Word Limit for full paper submission with references should not exceed the 4000 words.
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4. MS Word file should be submitted for review/editing purposes. The first page of the manuscript should include the title, names, and affiliations of all authors, including the email ID.

Note: Double blind peer reviewed selected research papers will be sent for publication



For submission:
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